



The Textual Discourse Analysis of Educational News on *Kompas.com* and *Tempo.co* in the Perspective of Norman Fairclough's Critical Discourse Analysis

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Abstract

The education is considered as the main point of progress of a nation. The news that is about education is a topic that is always discussed in almost every mass media. The aim of this research is to identify and analyze textual practices of educational news discourse on Kompas.com and Tempo.co media. The approach used in this study includes a methodological approach, namely qualitative descriptive, and a theoretical approach that is called Norman Fairclough's critical discourse analysis. Based on this study, the vocabulary aspect is found that the use of experience values includes the use of ideological and metaphorical vocabulary. The relational values which contain the use of euphemisms and formal-informal words, and expressive values which contains the use of positive and negative evaluation sentences in the text. The importance of this research for the society is to raise critical awareness of all information developing in the digital world

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INTRODUCTION

Discourse is a complete language unit which already contains a complete concept, idea, thought, or idea, so that it is easily understood by the reader. In addition, discourse can be said to be a complete linguistic record related to communication events (Samsuri in Sumarlam, 2003: 8). Complementing the previous opinion, Fairclough (1995) argues that discourse is a form of social practice rather than individual activity which is also characterized by language and non-language forms (for example, visual images) as elements of social life that are dialectically related to other elements.

Discourse that is a form of social practice has a form or media that accompanies it. The previous experience has proven that news' discourse is often considered a propaganda medium, or its neutrality is doubtful. Burton (2008) explains that the value contained in news is the expression of a certain society in seeing its ideological interests. One type of news discourse that is of great interest to the public today is discourse with the theme of education.

Education is considered as the main point of progress of a nation. As the fundamental thing, of course there are dynamics and problems that occur in it. The figure of Nadiem Makarim as Minister of Education did not escape the mass media coverage. His election in the *Indonesia Maju* cabinet greatly surprised the public because his previous profession is far from the scope of education because he is one of the founders of online transportation modes. In the apart from the figure of the new Minister of Education, the dynamics of education in Indonesia are still ongoing, starting from the issue of the National Examination, the Zoning system, to the problem of bullying that occurs in educational institutions.

The understanding of the national education news requires a critical perspective, so that language is no longer seen as something neutral, but has certain ideological contents. The one of the critical discourse analysis models is

Norman Fairclough's critical discourse analysis. This critical discourse analysis of Norman Fairclough's model emphasizes how the use of language as a social practice leads to social change. In addition, in this Fairclough model it is explained that language is socially and critically a form of action. In this case, language is related to social structure.

In research conducted by Dianastiti (2016) regarding the formation of the image of teachers in news coverage in the mass media, it is seen that in *Harian Suara Merdeka*, *Harian Republika*, and *Tabloid Derap Guru* are written in the good image. Meanwhile, *Harian Kompas* is written in negative side. Furthermore, the critical discourse analysis in other mass media has also been carried out by Mardikantoro (2014) argues that the language analyzed by critical discourse does not only describe aspects of language, but also relates it in the context. In this case, context means that language is used for certain purposes, including the practice of power. The other research on critical discourse analysis is conducted by Ajadi (2014) based on these studies, it is believed that in order to receive news information in the mass media, a critical perspective is needed, so that language is no longer seen as a neutral thing but has certain ideological contents. The one of the critical discourse analysis models is Norman Fairclough's critical discourse analysis.

The Fairclough's critical discourse analysis focuses on the social and critical use of language as a form of action related to social structures. Fairclough has a discourse analysis model by integrating together social, socio-political understanding, general and relating it to social change (Darma, 2013). The critical discourse analysis looks at the use of spoken and written language as a form of social practice (Fairclough and Wodak, 1997; Titscher, et al 2000; Eriyanto, 2012). This Fairclough model's critical discourse analysis specifically looks at the value of experience which shows the intention of a certain intuition, the relational value which shows the relationship between the speaker and the speech partner, and the expressive value which shows how the media

evaluates a case. Looking at this perspective, Norman Fairclough's critical discourse analysis model is the most relevant approach to showing discussion practice in the construction of educational news discourse produced by a media, in this case online mass media.

The online mass media chosen are *Kompas.com* and *Tempo.co*. The selection of the two media is based on previous studies on how the mass media represents a news object. The selection of *Kompas.com* is based on Hasanah's research (2017) entitled *Construction of the Reality of the First Hundred Days of Jokowi-Jusuf Kalla's Administration in Online Media: Norman Fairclough's Model Critical Discourse Analysis* which resulted in the conclusion that *Kompas.com* used language to criticize but also defend President Jokowi. Likewise, in the selection of *Tempo.co* which is based on Maghvira's (2017) research entitled *Analisis Wacana Kritis pada Pemberitaan Tempo.co Tentang Kematian Taruna Stip Jakarta* which resulted in the conclusion that *Tempo.co* is trying to lead readers' opinion to provide a positive image to *Tempo.co* as a medium. It is active and exists in voicing justice for inequality that occurs in various systems in society and are neutral from anyone's interests. With this background, in this study the topic of Fairclough's Critical Discourse Analysis is taken which specifically looked at how education in Indonesia intersects with the current social context.

METHOD

The approach used in this research is a methodological approach that refers to qualitative descriptive and Norman Fairclough's Critical Discourse Analysis (*Analisis Wacana Kritis/AWK*) theoretical approach. AWK is an approach that functions to dissect the discourse on educational news in Indonesia constructed by *Kompas.com* and *Tempo.com*.

The data collection method according to Mahsun (2014) is divided into two, namely the listening method and the proficient method. In this study, using the listening method followed by the free listening proficient

technique, the recording technique, and the note taking technique. The data in this study are fragments of educational news texts in Indonesia during the leadership of Nadiem Makarim and news related to education sourced from the internet and relevant literature.

Methods of data analysis as in Norman Fairclough's Critical Discourse Analysis research include (a) description, (b) interpretation, and (c) explanation. The description stage as the purpose of this study is to describe and analyze the news discourse text. In the analysis of this text, it is explained by the experience value, relational value, and expressive value contained in the text. The interpretation stage is the process of providing interpretation of previously analyzed text descriptions. After that, the explanation stage is carried out to get an explanation of the description and interpretation that has been done. This stage is carried out to reveal the ideology contained in news construction.

RESULTS AND DISCUSSION

The understanding of the national education news requires a critical perspective, so that language is no longer seen as something neutral, but has certain ideological contents. *Kompas.com* and *Tempo.co* as online mass media cannot be separated from this phenomenon. This section describes *Kompas.com* and *Tempo.co* in the construction of educational news in terms of textual practice. This has also been done by Assidik (2016) with the conclusion that *Republika* and *Harian Suara Merdeka* tend to portray the President positively, but *Tempo Daily* tends to portray the President negatively in the construction of the resulting news discourse text.

Experience Value

The textual analysis in the perspective of Norman Fairclough includes the use of vocabulary, grammar, and textual structures. Ideological words relate to the use of certain words and these words contain ideological ideas as well. These words will always be repeated

and dominate in the text. These aggressive words are usually symbols of certain institutions. This is shown in the following section.

- (1) “*Pengukuran PISA bertujuan untuk mengevaluasi sistem pendidikan dengan mengukur kinerja siswa di pendidikan menengah, terutama pada tiga bidang utama, yaitu matematika, sains, dan literasi.*” ‘The PISA measurement aims to evaluate the education system by measuring student’s performance in secondary education, especially in three main areas, namely mathematics, science, and literacy.’ (*10 Tanggapan “Mas Menteri” Soal “Rapor Merah” Skor PISA Indonesia, Kompas.com, 07/12/2019*)
- (2) *Menteri Pendidikan dan Kebudayaan, Nadiem Anwar Makarim mengatakan hasil dari Program Penilaian Pelajar Internasional (PISA) 2018 menunjukkan perspektif pendidikan di Indonesia.* ‘Minister of Education and Culture, Nadiem Anwar Makarim said that the results of the 2018 International Student Assessment Program (PISA) show a perspective of education in Indonesia’. (*Skor PISA Murid Indonesia di Bawah Rata-Rata, Ini Kata Nadiem, Tempo.co, 03/12/2019*)

In the data quotation (1) there is a vocabulary that contains certain ideologies to represent the intent of the speech. The vocabulary for evaluate in the sentence refers to the PISA score results that do not match with the expectations of the ministry of education. Evaluate vocabulary includes vocabulary that contains ideology because after getting the PISA score, it is certainly not directly evaluated. The purpose of holding the PISA measurement is to measure the achievement of reading, math, and science literacy for students aged 15 years. In this case, the use of these vocabularies show that the mass media which is carried out by journalists shows a positive thing towards educational institutions because it represents a fast and adaptive response to the score results even though it is not as expected.

In the data quotation (2) there are vocabularies that contain certain ideologies to

represent the intent of the speech. The perspective vocabulary in the sentence refers to the PISA score that do not match the expectations of the ministry of education. Perspective vocabulary includes vocabulary that contains ideology because the meaning of the perspective is a point of view which in this case is the point of view of education in Indonesia. In fact, the purpose of holding the PISA measurement is to measure the achievement of reading, math, and science literacy for 15 years old students. The use of this vocabulary shows that the mass media Tempo.co, which in this case is carried out by journalists, shows negative things towards educational institutions because it narrows the perspective of education in Indonesia which is only assessed by PISA which has a low score, while education in Indonesia also puts forward character and manners as human beings.

Metaphor is a transfer of meaning on the basis of similarities in form of function and use. In the context of critical discourse analysis, the use of metaphors is chosen as a strategy to convey meaning to speech partners or people with certain ideological content.

- (3) *tugas pemuda saat ini adalah harus sanggup membuka pandangan ke luar batas-batas tembok kekinian dunia demi menyongsong masa depan dunia yang lebih baik.* “The youth’s duty for today is to be able to open their eyes beyond the contemporary wall of world in order to meet a better future for the world.” (*Hari Sumpah Pemuda dan 4 Pesan Inspiratif Mendikbud Nadiem Makarim, Kompas.com, 29/10/2019*)
- (4) *Kita mungkin tersandung-sandung, kita mungkin jatuh, tapi kita tidak akan tiba di tujuan kalau kita tidak melangkah bersama.* ‘We may stumble, we may fall, but we will not arrive at our destination if we do not walk together’. (*Pesan Nadiem di Hari Sumpah Pemuda: Kita Mungkin Jatuh, tapi..., Tempo.co, 28/10/2019*)

In the data quotation (3) there is a contemporary wall metaphor in the news with the topic of the minister of education's speech at the Youth Pledge commemoration. Lexically,

the word wall means a wall made of brick, brick, and cement dough, while the contemporary word means a situation that follows the times. However, metaphorically, the phrase contemporary wall in the sentence is interpreted as a barrier or separation in this era, for example modernization and social inequality. Utilizing this metaphor is a strategy to convey meaning to speech partners or the community. The use of the current wall metaphor is used as a smooth marker that there are still gaps or gaps that occur in the sphere of education. Indirectly, in this quotation, the representation of education in Indonesia is still considered low.

In the data quotation (4) there is a metaphor of stumble and fall in the news with the topic of the minister of education's speech at the commemoration of the Youth Pledge (Sumpah Pemuda). Lexically, the word stumbles has the meaning of stumble over a small barrier many times, while the word fall means an event that is hurled or released. But metaphorically, stumbling and falling in the sentence is interpreted as an obstacle and failure to achieve something. Utilizing this metaphor is a strategy to convey meaning to speech partners or the community. The use of the metaphor of stumbling and falling is used to facilitate the concept that problems must have a way out if they are done together, especially in the sphere of education.

Relational Value

The vocabulary is seen from the side of relational values includes three things. There are called (1) euphemistic expressions (this form is often used to cover shortcomings); (2) the choice of formal words (this choice is made by using foreign terms to show formality and create an impression of power, position, and status); (3) the choice of informal words (choosing words that are easy to understand by the speaker with the aim of creating solidarity and politeness).

The vocabulary of euphemisms is vocabulary that is used to refine or replace harsh, rude, or unpleasant expressions so that the vocabulary becomes more polite. In

addition, the choice of euphemism vocabulary can also be made to cover up the shortcomings.

(5) *Di balik diundurnya sidang perkara tersebut, ini adalah kali pertama kedua belah pihak yakni SMA Kolese Gonzaga dan keluarga dari BB, siswa yang tinggal kelas, berbicara di depan awak media.* "Behind the postponement of the court case, this is the first time both, SMA Kolese Gonzaga and the family of BB student who *unsuccessful* in class, speak in front of the media mass." (*Kasus Siswa Tak Naik Kelas di Gonzaga, Kompas.com 5 November 2019*)

(6) *Dalam gugatannya, Yustina Supatmi menilai keputusan para tergugat yang memutuskan anaknya tidak berhak melanjutkan proses belajar ke jenjang kelas 12 SMA Gonzaga adalah cacat hukum.* "In her lawsuit, Yustina Supatmi assessed that the decision of the defendants who decided that their child did not have the right to continue the study process to 12 grades at SMA Gonzaga is a legal flaw (*Permendikbud Soal KKM Jadi Landasan Orang Tua Gugat SMA Gonzaga, Tempo.co, 5 November 2019*)

In the data quotation (5), there is an expression of euphemisms unsuccessful in class in news discourse with the topic of legal cases within the scope of school. The remaining class vocabulary in the context of the sentence is a form of euphemism to smoothen the incidence of students who do not graduate. The vocabulary of staying in class has the equivalent meaning of not advancing. In this case, the mass media Kompas.com represents education in Indonesia as a positive thing while still prioritizing politeness to report unpleasant events.

In the data quotation (6) there is an expression of disheufemism that is not entitled in news discourse on the topic of legal cases within the scope of the school. Vocabulary does not have the right in the context of the sentence is a form of diseuphemism to emphasize the incidence of students who do not go to class. The vocabulary has no right to have the equivalent meaning of staying in class. In this case, the mass media Tempo.co represents

education in Indonesia as a negative thing by ignoring politeness to report an unpleasant event.

This choice is made by using foreign terms to show formality and create an impression of power, position and status. Informal choices are made by choosing words that are easily understood by speakers with the aim of creating solidarity, politeness.

(7) *Kita nggak bisa lakukan ini sendiri*". 'We cannot do this alone' (*Ini Program 100 Hari Mendikbud Nadiem di Kementerian Pendidikan, Kompas.com, 23/10/2019*)

(8) *Dia menambahkan kalau ada prinsip yang dikedepankan, pihaknya akan mengedepankan gotong royong*". 'He added that if there are principles that are put forward, his side will prioritize mutual cooperation.' (*Mendikbud Nadiem Makarim Tak Punya Rencana 100 Hari, Tempo.co, 23/10/2019*)

In the data citation, (22) and (23) there is a choice of formal and informal words. The informal vocabulary is no and the formal vocabulary is putting forward in the news discourse on the topic of the president's election of a new minister of education. With the same context, the two sentences were constructed differently by Kompas.com and Tempo.co. Kompas.com utilizes informal vocabulary with the intention of creating a humble impression of the ministry of education to collaborate with stakeholders and the public in advancing education in Indonesia, while Tempo.co utilizes formal vocabulary in its news construction with the intention of showing the firmness and seriousness of the ministry of education to revolutionize the bureaucracy internally. By looking at the differences in formal and informal word choices, it can be concluded that Kompas.com seeks to represent Indonesian education that is open and humble. Unlike Kompas.com, Tempo.co seeks to image a serious and tactical education in the bureaucratic revolution process.

(9) *Agar tidak ada salah mispersepsi, UN itu tidak dihapus. Mohon maaf, kata dihapus itu hanya headline di media agar diklik, karena itu yang paling laku,*" kata Nadiem". 'So that there

are no misperceptions, the UN is not deleted. Pardon, the word deleted is only the headline in the media so that is clicked because that is the best seller," said Nadiem. (*UN Tidak Dihapus tapi Sistemnya Diganti, Ini Pernyataan Nadiem Terbaru, KOMPAS.COM, 13/12/2019*)

(10) *UN tidak dihapus, kata dihapus hanya headline di media online biar banyak yang klik," ujar Nadiem dalam rapat dengar pendapat dengan Komisi X Dewan Perwakilan Rakyat di Jakarta*". 'National Examination is not omitted, words are omitted, only headlines in online media so that there are many clicks," said Nadiem during a meeting with Commission X DPR (*Nadiem: UN Tidak Dihapus, tapi Disederhanakan Secara Dramatis, TEMPO.CO, 13/12/2019*)

In the data citation (9) and (10), there are formal and informal word choices. The informal vocabulary is in order and the formal vocabulary is so that in the news discourse on the topic of polemic the elimination of the national exam. With the same context, the two sentences were constructed differently by Kompas.com and Tempo.co. Kompas.com utilizes formal vocabulary with the intention of creating a serious and formal impression in dealing with news and netizens who are starting to assume about the elimination of the national exam. Meanwhile, Tempo.co utilizes informal vocabulary in its news construction with the intention of showing the flexibility of the ministry of education in delivering news whose nature is still uncertain. By seeing the difference in the choice of informal and formal words, it can be concluded that Kompas.com seeks to represent Indonesian education as a sector or field that should prioritize clarity and formality in clarifying news whose decisions are uncertain. Unlike Kompas.com, Tempo.co seeks to image educational institutions that are relaxed and flexible in clarifying news whose decisions are uncertain.

Expressive Value

The vocabulary seen in terms of expressive value includes two things, namely positive and negative evaluation. The speakers use this vocabulary implicitly to evaluate the reality at hand through depiction or classification patterns.

(11) *Nadiem meyakini pendidikan dan generasi muda menjadi cara paling efektif mentransformasi suatu negara*. 'Nadiem believes that education and the young generation are the most effective transformation of a country.' (*Ini Program 100 Hari Mendikbud Nadiem di Kementerian Pendidikan, KOMPAS.COM, 23/10/2019*)

(12) Nadiem Makarim yang merupakan pendiri Gojek dilantik menjadi Mendikbud periode 2019-2024 di Jakarta, Rabu". 'Nadiem Makarim who is the founder of Gojek in inaugurated as a Minister of Education and Culture for the 2019-2024 period in Jakarta, on Wednesday (*Mendikbud Nadiem Makarim Tak Punya Rencana 100 Hari, TEMPO.CO, 23/10/2019*)

Both sentences show that journalists are part of the social context that occurs in society. In the first sentence (11) constructed by Kompas.com, the journalist identifies himself as part of the object or the education sector, so that he gives a positive evaluation of the educational revolution which is based on the younger generation. From this piece of news, journalists try to focus on a positive evaluation of the importance of education for life in the future

Meanwhile, in the second sentence (12) constructed by Tempo.co, journalists identified themselves as part of the general public who were also surprised at the election of Nadiem Makarim as minister of education. In this case the journalists gave a negative evaluation of the election of this new minister. From this sentence, the journalists focused on showing that the newly appointed education minister was a former online transportation entrepreneur. Despite of the different focus, which is the evaluation value of the two news reports, both news texts are aware that there needs to be new steps to advance education in Indonesia from

both human resources and the applicable system.

(13) *Yustina Supatmi selaku orangtua yang anaknya tinggal kelas di SMA Kolese Gonzaga membenarkan bahwa putranya yang berinisial BB itu sempat ketahuan merokok*". 'Yustina Supatmi, as a parent whose child lives in class at SMA Kolose Gonzaga, confirmed that her son with the initials BB was caught smoking". (*Kasus Siswa Tak Naik Kelas di Gonzaga, KOMPAS.COM, 5 November 2019*)

(14) Dalam gugatannya, Yustina Supatmi menilai keputusan para tergugat yang memutuskan anaknya tidak berhak melanjutkan proses belajar ke jenjang kelas 12 SMA Gonzaga adalah cacat hukum". 'In her lawsuit, Yustina Supatmi assessed that the decision of the defedants who decided that her child did not have the right to continue the study process to grade 12 SMA Gonzaga was a legal flaw." (*Permendikbud Soal KKM Jadi Landasan Orang Tua Gugat SMA Gonzaga, Tempo.co, 5 November 2019*)

These two sentences show how journalists identify themselves in the middle of various social factors, especially legal cases in an educational context. In the first sentence (13) constructed by Kompas.com, the journalist identified himself as an object or education sector, so that he gave a positive evaluation of the pattern of mentoring in schools. From this piece of news, journalists try to focus on a positive evaluation that students are actually prohibited from smoking, especially in the school environment.

In sentence (14) constructed by Tempo.co, the journalist identified himself as part of the plaintiff who feels he has to be more balanced in deciding cases. In this case, the journalists gave a negative evaluation of the election of this new minister. From this sentence, journalists focus on seeing irregularities that occur in legal issues that occur in the sphere of education.

CONCLUSION

Based on the results of the data analysis, the following conclusions are concluded. The online mass media Kompas.com and Tempo.co carry news on education in Indonesia. Then, the news are reviewed using the Fairclough's critical discourse analysis method. The Fairclough's critical discourse analysis method in this study focuses on textual aspects which include experiential values, relational values, and expressive values. By using these values, the idea of representing education in Indonesia can be identified.

In terms of experience value, Kompas.com makes use of vocabulary choices that tend to represent education positively. On the relational value, Kompas.com represents positively towards education in Indonesia by utilizing euphemism and informal vocabulary, while Tempo.co tends to be neutral by utilizing dis-euphemism and informal vocabulary. For expressive scores, Kompas.com used positive evaluation sentences, while Tempo.co used negative evaluation sentences.

Each mass media typically conveys the construction of news discourse texts produced related to education in Indonesia. In terms of interpretation, the text production of Kompas.com and Tempo.co is not tied to certain political interests. The difference between these two media lies in the purpose of text construction. The Kompas.com journalists in their news construction are based on the depth of news and advanced discourse that are not just results, while Tempo.co journalists focus on research and investigations that lead to the results. The final strategy difference in news construction certainly affects the mindset of readers as consumers of news discourse text. In terms of text consumption, online mass media page metadata ratings can provide a lot of important and in-depth information. In the public readability ranking data, Kompas.com is far superior to Tempo.co. This of course also affects the way news discourse text is constructed. Separated from the ideology of the mass media, situational, institutional, and social

aspects have an influence on the way of reporting.

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